

## Studio+ acquires Assemble Design

May 1, 2023

Award-winning architecture and design firm Studio+ has acquired Assemble Design, a full-service architectural, brand development, and interior design firm based in Northern Michigan.

In the process of rebranding as Studio+, Assemble Design was founded in 2021 by Meghan Frederick specializing in retail, hospitality, and workspace design. Frederick is now a principal at Studio+ and leads two new national studios for the firm: retail and hospitality. Additionally, Assemble Design's Jessica King will join Studio+, working alongside Frederick as an interior designer.

"Assemble Design is a market expert in the retail and hospitality design industry, and we are honored to welcome them to the Studio+ family," said Damon Romanello, chief executive officer, Studio+. "With the acquisition of Assemble Design and the addition of Meghan Frederick as a principal, Studio+ is well positioned to bring in new talent and expand our portfolio to be more design-oriented. We're already seeing how hospitality design weaves into healthcare and how we can leverage Meghan's expertise to expand and enhance our work."

Assemble Design's client portfolio includes nationally recognized brands such as women's fashion retailer, Altar'd State and Britten's BoxPop, a customized shipping container company specializing in transforming cargo containers into stunning offices, brewpubs, wineries, and restaurants nationwide. Assemble's notable projects with Britten BoxPop include Nolo's Rooftop Bar in Minneapolis, Naples Zoo in Florida and Toledo Zoo in Ohio.

"In terms of values, culture, and client-focused approach, we are a great match," said Frederick. "Studio+ brings all the operational and back-office support that we have needed to help us grow. Additionally, the Studio+ team is great at finding amazing talent that will help us continue to expand the depth of our experience and ability to deliver projects of all sizes while remaining focused on design, quality, and service, the foundation of both of our firms."

Studio+ has evolved from a single office into a national practice with six offices, all united by a shared purpose to create design solutions that transform lives. As part of their expansion, the Assemble team will join their new Traverse City, Michigan office and continue serving clients under the Studio+ name.

*Link to original press release:*

<https://wearestudioplus.com/2023/05/01/studio-acquires-assemble-design/>